

## AMENDMENTS TO THE CLAIMS

Claims 1-59 (cancelled).

60. (currently amended): A method for enhancing a continuous video content program with supplemental hyperlink content to provide viewer interactivity with the video content program, comprising the following steps:

configuring digital data which defines a display layout prescribing how the supplemental hyperlink content and the video content program are to appear in relation to one another when displayed;

transmitting the digital data along over a first distribution path and transmitting with the video content program over a second distribution path as two separate signals from two separate sources; and

displaying the supplemental hyperlink content and the video content program according to the display layout.

61. (previously presented): A method as recited in claim 60, wherein the transmitting step comprises the following steps:

transmitting the digital data as a first signal from a first source; and

transmitting the video content program as a second signal from a second source that is different than the first source.

Claims 62-69 (cancelled).

70. (new): One or more computer-readable media comprising computer executable instructions that, when executed, direct a computer to enhance a

1 continuous video content program with supplemental hyperlink content to provide  
2 viewer interactivity with the video content program by:

3       configuring digital data which defines a display layout prescribing how the  
4 supplemental hyperlink content and the video content program are to appear in  
5 relation to one another when displayed;

6       transmitting the digital data along over a first distribution path and  
7 transmitting the video content program over a second distribution path as two  
8 separate signals from two separate sources; and

9       displaying the supplemental hyperlink content and the video content  
10 program according to the display layout.

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12       71. (new): One or more computer readable media as recited in claim 70,  
13 wherein the transmitting includes:

14       transmitting the digital data as a first signal from a first source; and

15       transmitting the video content program as a second signal from a second  
16 source that is different than the first source.